

CONTRACT



KOAT
3801 Carlisle Blvd. NE
Albuquerque, NM 87107
(505)884-7777

<u>Contract / Revision</u> 944765 /		<u>Alt Order #</u>
<u>Product</u> Candidate		
<u>Contract Dates</u> 10/29/12 - 11/06/12		<u>Estimate #</u> 11651
<u>Advertiser</u> Heinrich/D/Senate		<u>Original Date / Revision</u> 10/25/12 / 10/25/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Beth Pfefferle	<u>Sales Office</u> Albuquerque - L
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And.

Media Strategies & Research
1580 Lincoln Street
Suite 510
Denver, CO 80203

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 23	KOAT	10/29/12	11/02/12	Action 7 News @ 6p	6-630p		:30			NM	10	\$5,250.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				10	\$525.00			
E 25	KOAT	10/29/12	11/02/12	Entertainment Tonight 630-7p	630-7p		:30			NM	10	\$5,200.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				10	\$520.00			
E 29	KOAT	10/30/12	11/02/12	Action 7 News @ 1030p	1030-1105p		:30			NM	2	\$800.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T--F--				2	\$400.00			
E 30	KOAT	10/30/12	10/30/12	DWTS	7-8p		:30			NM	1	\$2,000.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$2,000.00			
E 37	KOAT	11/01/12	11/01/12	Nightline	1105-1135p		:30			NM	1	\$135.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---T---				1	\$135.00			
E 39	KOAT	11/04/12	11/04/12	5-6a	5-6a		:30			NM	1	\$85.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$85.00			
E 41	KOAT	11/04/12	11/04/12	Once Upon A Time	7-8p		:30			NM	1	\$1,390.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$1,390.00			
E 53	KOAT	11/03/12	11/03/12	Action 7 News @ 5p Sat	5-530p		:30			NM	1	\$225.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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Contract / Revision 944765 /		Alt Order #
Contract Dates 10/29/12 - 11/06/12	Product Candidate	Estimate # 11651
Advertiser Heinrich/D/Senate		Original Date / Revision 10/25/12 / 10/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$225.00			
E 64	KOAT	11/02/12	11/02/12	Primetime	8-9p		:30			NM	1	\$1,185.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$1,185.00			
N 67	KOAT	11/04/12	11/04/12	Action 7 News @ 1030p Sun	1030-1105p		:30			NM	1	\$650.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$650.00			
N 68	KOAT	11/03/12	11/03/12	CASTLE SAT LF	1035P-1135P		:30			NM	1	\$100.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$100.00			
Totals											155	\$63,510.00

*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/29/12 - 11/06/12	155	\$63,510.00	\$53,983.50	\$3,778.85	\$57,762.35
Totals	155	\$63,510.00	\$53,983.50	\$3,778.85	\$57,762.35

Signature: _____ Date: _____

(* Line Transactions. N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u> 944765 /		<u>Alt Order #</u>
<u>Product</u> Candidate		
<u>Contract Dates</u> 10/29/12 - 11/06/12	<u>Estimate #</u> 11651	
<u>Advertiser</u> Heinrich/D/Senate		<u>Original Date / Revision</u> 10/25/12 / 10/25/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Beth Pfefferle	<u>Sales Office</u> Albuquerque - L
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 25	KOAT	10/29/12	11/02/12	Entertainment Tonight 630-7p	630-7p		:30			NM	10	\$5,200.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				10	\$520.00			
N 29	KOAT	10/30/12	11/02/12	Action 7 News @ 1030p	1030-1105p		:30			NM	2	\$800.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T--F--				2	\$400.00			
N 30	KOAT	10/30/12	10/30/12	DWTS	7-8p		:30			NM	1	\$2,000.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$2,000.00			
N 37	KOAT	11/01/12	11/01/12	Nightline	1105-1135p		:30			NM	1	\$135.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---T---				1	\$135.00			
N 39	KOAT	11/04/12	11/04/12	5-6a	5-6a		:30			NM	1	\$85.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$85.00			
N 41	KOAT	11/04/12	11/04/12	Once Upon A Time	7-8p		:30			NM	1	\$1,390.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$1,390.00			
N 53	KOAT	11/03/12	11/03/12	Action 7 News @ 5p Sat	5-530p		:30			NM	1	\$225.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$225.00			
E 64	KOAT	11/02/12	11/02/12	Primetime	8-9p		:30			NM	1	\$1,185.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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Contract / Revision	Alt Order #
944765 /	

Contract Dates	Product	Estimate #
10/29/12 - 11/06/12	Candidate	11651

Advertiser	Original Date / Revision
Heinrich/D/Senale	10/25/12 / 10/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$1,185.00			
Totals											152	\$62,235.00

*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/29/12 - 11/06/12	152	\$62,235.00	\$52,899.75	\$3,702.98	\$58,602.73
Totals	152	\$62,235.00	\$52,899.75	\$3,702.98	\$58,602.73

Signature: _____ Date: _____

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www.koat.com

And:

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<u>Contract / Revision</u> 967606 /		<u>Alt Order #</u>
<u>Product</u> Candidate		
<u>Contract Dates</u> 10/26/12 - 11/06/12		<u>Estimate #</u> 12905
<u>Advertiser</u> Heinrich/D/Senate		<u>Original Date / Revision</u> 10/25/12 / 10/25/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Beth Pfefferle	<u>Sales Office</u> Albuquerque - L
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KOAT	10/31/12	11/05/12	5a A7N More In The AM	5-6a		:30			NM	2	\$300.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/12	11/06/12	M-W----				2	\$150.00			
N 2	KOAT	10/30/12	10/30/12	6a A7N More In The AM	6-7a		:30			NM	1	\$400.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$400.00			
N 4	KOAT	11/02/12	11/02/12	Good Morning America	7-9a		:30			NM	1	\$300.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$300.00			
N 10	KOAT	10/29/12	10/29/12	Live with Regis & Kelly 9-10a	9-10a		:30			NM	1	\$175.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$175.00			
N 17	KOAT	10/30/12	10/30/12	Ellen 3-4p	3-4p		:30			NM	1	\$125.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$125.00			
N 19	KOAT	11/02/12	11/02/12	Dr Oz	4-5p		:30			NM	1	\$325.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$325.00			
N 23	KOAT	10/26/12	10/26/12	Action 7 News @ 6p	6-630p		:30			NM	1	\$525.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				1	\$525.00			
N 25	KOAT	11/05/12	11/05/12	Action 7 News @ 10p M-F	10-1030p		:30			NM	1	\$650.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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Contract / Revision		Alt Order #
967606 /		
Contract Dates	Product	Estimate #
10/26/12 - 11/06/12	Candidate	12905
Advertiser		Original Date / Revision
Heinrich/D/Senate		10/25/12 / 10/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$650.00			
N 37	KOAT	10/26/12	10/26/12	Entertainment Tonight 630-7p	630-7p		:30			NM	1	\$500.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				1	\$500.00			
N 45	KOAT	10/29/12	10/29/12	DWTS	7-10p		:30			NM	1	\$2,300.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$2,300.00			
N 46	KOAT	11/05/12	11/05/12	CASTLE	9-10p		:30			NM	1	\$2,500.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$2,500.00			
N 47	KOAT	11/01/12	11/01/12	Action 7 News @ 1030p	1030-1105p		:30			NM	1	\$400.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---T---				1	\$400.00			
Totals											13	\$8,500.00

*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/01/12 - 10/28/12	2	\$1,025.00	\$871.25	\$60.99	\$932.24
10/29/12 - 11/05/12	11	\$7,475.00	\$6,353.75	\$444.76	\$6,798.51
Totals	13	\$8,500.00	\$7,225.00	\$505.75	\$7,730.75

Signature: _____ Date: _____

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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: KOAT-TV Albuquerque	Date: 10/24/2012
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I, Media Strategies and Research,
being/on behalf of: Martin Heinrich, a legally
qualified candidate of the Democratic political
party for the office of: U.S. Senate
in the General
election to be held on: Tuesday, November 06, 2012
do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Friday, October 26, 2012			Tuesday, November 06, 2012		

Total Charges: \$8,500.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Martin Heinrich for Senate

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Valerie J. Borrego

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Wednesday, October 24, 2012

Date

Arthur A. Allen

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

** P. Wright*

Signature

Boisjoly

Printed Name

ESN

Title